



SPECIAL POINTS OF INTEREST:

- Empowerment of Women
- Marketing to Women
- Go Vote!
- Financial Wellness
- "Go Green"
- "Time for Spring"
- Training Resources
-

Empowerment of Women

Empowerment. What does it mean? Wikipedia defines it as: to increase the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in their own capacities. Marginalized people who have no opportunities for self-sufficiency become, at a minimum, dependent on charity or welfare. They lose their self-confidence because they cannot be fully self-supporting. The opportunities denied them also deprive them of the pride of accomplishment which others, who have those opportunities, can develop for themselves.

Vital Voices Global Partnership is the preeminent non-governmental organization (NGO) that identifies, trains, and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world for us all. This organization provides these women with the capacity, connections, and credibility they need to unlock their leadership potential.

This organization is:

» at the forefront of international coalitions to combat human trafficking, the HIV/AIDS pandemic, and all forms of violence against women and girls.

» enable women to become change agents in their governments, advocates for social justice, and supporters of democ-

racry and the rule of law.

» equip women with management, business development, marketing, and communications skills to expand their enterprises, help to provide for their families, and create jobs in their communities.

Charitable organizations lead from outside of a community of marginalized peoples, for example, can disempower the community by entrenching a dependence on charity or welfare. A non-profit composed of the indigenous people, however, could insure their own organization does have such authority and could set their own agendas, make their own plans, seek the needed resources, do as much of the work as they can, and take responsibility — and credit — for the success of their projects (or the consequences, should they fail).

Vital Voices grew out of the US government's successful Vital Voices Democracy Initiative, which was established after the UN's Fourth World Conference on Women in Beijing to promote the advancement of women as a US foreign policy goal. Now, they are building on that record by providing skills, networking, and other support to women around the world. Vital Voices implements leadership training programs overseas and brings together women leaders and experts from around the world to share innovative approaches

to solving global problems. Vital Voices also brings together participants from the public and private sectors to combine skills and resources and to work towards a common solution to global challenges.

Women have an innate capacity for nurturing and creating peace. Women can be a society's best emissary if able to speak out their wisdom and insights that they have to offer. Women, if given the opportunity and training, become great leaders and flourish. This is everyone's world — men and women need to put aside stereotypes and work together to create just and healthy societies. Are you of the belief that slavery died in the 19th century? Since 1817, more than a dozen international conventions have been signed banning the slave trade. Yet, today there are more slaves than at any time in human history.

Vital Voices' mission statement: **"Vital Voices believes in the transformative value of women's participation in society. We invest in women who are creating economic opportunities, advancing political reform, and safeguarding human rights. They are creating a better world for all of us."**

— Sources: en.wikipedia.org/wiki/empowerment; www.vitalvoices.org; *A World Enslaved* by E. Benjamin Skinner @ www.foreignpolicy.com/story/cms.php?story_id=4173.

Marketing to Women

"While marketers may be aware that women are major spenders on the so-called small stuff — groceries, apparel, kids — they are not fully aware that women are the majority of buyers of new cars, consumer electronics and home improvement," says Mari Barletta, CEO of the marketing consultancy TrendSight Group, who was a keynote speaker at an annual M2V marketing conference in Chicago, which debated how marketers could improve their appeals to women. "Marketers are worried that marketing to women means making it pink and that would horrify men . . . They don't know what

marketing to women is." It is assumed that men are more technologically oriented than women. Men are found cruising the aisles of your favorite electronics store, but, at the cash register is where the majority of the buyers are women.

Because of the pay gap, most women earn less than men. However, in households where a man and woman contribute, the woman spends not only her own paycheck but most of her spouse's or partner's as well.

Marketing gets women to open their wallets through a sort of psychological nudging by targeting a self-improvement message.

But, the reality is: "women now between 50 and 75 — a group virtually ignored by marketers — as the healthiest, wealthiest, most educated, active and influential generation of women in history." Sophisticated marketers are still one step behind women because they want to "empower" women. Women are already "empowered". Ad campaigns should feature "real women" of various ages, shapes and sizes, not fashion models. If you believe the media, women over 50 do not exist. Really?

Source: [www.womensenews.org/article, Marketing to Women Seems Unable to Keep Up](http://www.womensenews.org/article,Marketing%20to%20Women%20Seems%20Unable%20to%20Keep%20Up), by Sheila Gibbons

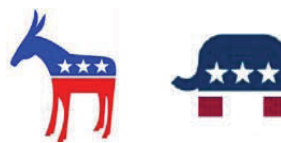
Get Out there & Vote on June 3rd!

This must be a record year for registration of voters with the heated primary race for the Democratic party candidate. As seen in the 2000 presidential election between George W. Bush and Al Gore, every vote should be counted. However, the US Supreme Court made its final ruling and stopped the recount in Florida and ultimately settled in favor of George W. Bush. There are speculations that if a statewide recount had been undertaken, that Al Gore would have been declared the winner. Our lesson learned here: EVERY vote counts!

Would the last eight years been different with a different president in office? No one knows the answer to that question. It is every citizen's right to be informed and cast their vote. It is also a voter's right to hold their elected officials accountable for their actions. You say, "How do I do that?" Become involved in the legislative process either at local, state or national levels. Volunteer for civic groups, election polling centers, non-profit organizations, companies — private, political, or corporate that have a voice in society to make changes that all people — men, **women, and children.**

ICCW was monumental in bringing as many local candidates to one location for state employees and the general public to meet and greet local candidates to enable them to make educated decisions for voting in this year's elections.

**Please vote on
Tuesday, June 3, 2008**



"It is the duty of every citizen according to his best capacities to give validity to his convictions in political affairs."

— Albert Einstein

Brown Bag Lunch Workshop

June 19, 2007 — presented by Rocky Mountain Credit Union. Kathleen Hanson, Employee & Business Development Manager of Rocky Mountain Credit Union (f/k/a State Capitol Employees Credit Union) presents "Financial Wellness" on Thursday, June 19, 2008 at 12:00 Noon at the DPHHS, Sanders Auditorium, 111 North Sanders Avenue, Helena, MT.

Ms. Hanson will discuss:

- » ways finances affect our physical and mental health . . . ways finances affect your job;
- » how to become financially fit;
- » options for people struggling with finances;

» tips for budgeting in today's economy;

» includes door prize & give-a-ways.

Bring your lunch and please join us for this informative session.



April — “Go Green”

“Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts.”

— Rachel Louise Carson

April is “Keep America Beautiful” Month. The week of April 13th–19th is National Environmental Education Week. April has many notable days that are not “holidays”, such as April 1 — April Fool’s Day, which is an opportunity for playing jokes or tricks on one another;

April 20 — Volunteer Recognition Day, which honors legions of volunteers who dedicate themselves to causes and helping others. Most volunteers do not ask for recognition.

They just want to help and to “give back” where they can. April 22 — Earth Day — the “Green Generation” is the theme. Senator Gaylord Nelson is the founder of Earth Day since 1970 when he announced a nationwide grassroots demonstration on behalf of the environment. April 24 — Take Your Daughter’s & Son’s to Work’s theme is “Making



Choices for a Better World”. Choices made by a family today and tomorrow affect the whole family. April 25 — Montana’s Arbor Day. April 26 — Executive Administrative’s (Secretary’s) Day, which was created in 1952 by Harry Klemfuss. Using his skills and experience in public relations, he promoted the values and importance of the job of secretary’s. Today, the title is evolving into “administrative professionals” and “executive administrators”.

May — Time for Spring

“Long stormy spring-time, wet contentious April, winter chilling the lap of very May; but at length the season of summer does come.”

— Thomas Carlyle

May Day is the celebration of spring and the coming of summer. It celebrates spring flowers. On May 1st, children have always found it creative and fun to make and hang May baskets on the doors of neighbors, family, and special friends. Kids love it because they put the basket on the neighbor’s door, ring the bell, and hide!

In 1993, the UN General Assembly proclaimed May 3rd of each year to be World Press Freedom Day. While the United States values freedom of the press and expres-

sion, in many countries this is not a right.

On May 5, 1862, the Mexican army defeated the French army at the Battle of Puebla. This single military battle signified defeat of the European colonial power and a victory for the Mexican people. This single battle was the roots of Cinco de Mayo.

May 6 — National Teachers Day. Teachers mold our kids in a positive direction, and affect who they are and who they become.

May 6 — National Nurses Day.

Back in 1953 Dorothy Sutherland of the US Dept. of Health, Edu., & Welfare sent a proposal to President Eisenhower to proclaim a “Nurses Day” in October. The proclamation was never officially made, however, this day was born from this request.

May 16 — Wear Purple for Peace Day.

May 23 — Lucky Penny Day, although there has been discussion of discontinuance — Heaven forbid!

Training Resources

Training Resources:

How to Handle Conflict & Confrontation

— End negative attitudes, hurt feelings, and angry outbursts that stem from conflict. Poorly handled conflicts cause anxiety, tension, and stress in the workplace. If you want to increase morale and promote productivity, then this 60-minute audio CD will give you the tools. You’ll find that when

dealt with properly, conflict can lead to new opportunities . . . even serving as a catalyst for positive change. Discover a wealth of conflict management techniques including: How to manage different levels of conflict to flex with your needs and how to project professionalism with calm and focus.

Supreme Teams: How to Make Teams Really Work — Productive teams are the heart and

soul of any successful organization. But getting people to work together effectively is a monumental challenge for team leaders and managers alike. This program is a crash course in working to achieve peak results!

For a complete list of training resources and check out instructions please visit our web site.

ICCW

INTERAGENCY COMMITTEE FOR CHANGE BY WOMEN

ICCW
PO Box 200801
Helena, MT
59602-0801
Phone: 406-444-2587
Fax: 406-444-2701
E-mail: iccw@mt.gov

Creating positive change for all state employees by promoting the full participation of women in state government.



Tentative Schedule for 2007-2008 1:30 PM to 3:00 PM And Other Events

June 9, 2008

Nominations Due for ICCW Officers, 2008 - 2009 Calendar Year

June 19, 2008

Brown Bag Lunch Workshop — Financial Wellness 12 Noon, DPHHS Auditorium

June 19, 2008

Rotunda, Capitol (Members Year-End Photo at 2:00 PM with Lt. Governor Bohlinger) ICCW Officers Election

General Meetings will occur for the first 30 minutes of business. Subcommittee meetings will occur for the remaining 1 hour. Please make plans to attend the 1 1/2 hour session.

Send stories or leads to bbsessey@mt.gov

Women in the News

Achievements by women come in a broad range of professions.



On April 20, 2008, Danica Patrick became the first woman driver in history to win a major race when she finished first in the Japan Indy 300. Danica is a 26-year-old Wisconsin native who has now broken a female stereotype in a male-dominated sport.

On April 23, 2008, The Fair Pay Act was shot down in the United States Senate. However, six Republicans joined the Democrats in voting to advance the bill. Three of those six were women: Susan Collins of Maine, Olympia Snowe of Maine, and Arlen Specter of Pennsylvania.

On May 15, 2008, the United States House of Representatives passed a bill to honor woman suffragist leader,

Alice Paul with the Congressional Gold Medal. This long overdue honor recognizes Alice Paul as one of the great women of history for her work to promote women's rights, freedom, and equality.

On May 20, 2008, Kristi Yamaguchi, 36, a 1992 gold medal Olympic champion took the "Dancing With the Stars" mirror ball. The last female winner was actress, Kelly Monaco in Season 1. She felt that her skating background wasn't much of a factor.

On May 23, 2008, in Croatia, a woman who was reported missing in 1966 was found dead inside her own apartment. The police broke into the apartment to determine the occupancy status and found Hedviga Golik's 42 year-old mummified body



was in front of her black and white TV with a cup of tea.

On May 27, 2008, In Oregon, 12 year-old, Jaime Nared was banned from playing basketball with her team, The Hoop, due to a rule being enforced by officials prohibiting mixed-gender teams. Jamie easily hits three-pointers and scores 30 points a game. She has been playing with her team since second grade.



On May 30, 2008, Amy Curtis-McIntyre was made Senior Vice President, Brand Communication, for the Hyatt Hotels & Resorts. This is a newly created position to develop a global brand communication strategy.

Sources: From various news internet engines.